



# LAKSHMI THULASI ANTHATI

## Business Manager

16 Years of career Excellence

A Business manager in a startup ecosystem, acting as linchpin that bridges vision with execution, strategy with implementation, and chaos with order. Occupied the role that encompasses a diverse array of responsibilities, from strategic planning and resource allocation to operational oversight and market analysis.

## Contact



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S L V Residency

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Tirupati

Andhra Pradesh - 517501

## Education

### ● SSC

Govt. Girls High School, Ongloe

1999-2000

### ● Intermediate(MEC)

Umamaheswara Jr. College, Ongloe

2000-2002

### ● Bachelor of Science (MSCs)

Sri Prathibha Degree College,  
Nagarjuna University, Ongloe

2002-2005

### ● Master of Business Administration

Andhra University,  
Visakhapatnam

2005-2007

## Experience



### Business Manager

May, 2023- Now

ANGRAU ABI, Ministry of Agriculture & Farmers welfare, Government of India

- Responsible for Execution of RKVY RAFTAAR Programme
- Working with Ministry of Agriculture & Farmers Welfare RKVY Division- one of the Leading Agri Innovations Projects in India
- Business Manager for National Level Incubator with 281 Agri Startups Incubated & facilitated training for 6000+ enthusiastic Entrepreneurs & Students in various Capacity Building Programmes & National Webinars
- Spearheaded Agri Stakeholders Meetup with Multiple stakeholders in Agri startup Ecosystem named AGRI VISION- 2023
- Facilitated funding of Rs. 6.45 cr under the project and evaluated 1400+ applications as a part of the process
- Handholding assistance to 77 funded Agri Startups in their Activities & Compliances
- Selected and Trained in National Incubator Capacity Development Programme organized by Invest India, an Initiative of Government of India



### Assistant Manager

June, 2019- April, 2023

ANGRAU ABI, Ministry of Agriculture & Farmers welfare, Government of India

- Designed and executed various outreach Programmes to attract high-potential startups, investors, and partners to participate in the program
- Effective Programme coordination, managing program logistics, scheduling workshops and events, and ensuring that resources are allocated effectively to support the needs of participating startups.
- Provided hands-on support to agricultural startups participating in the incubator program to get funding assistance from Ministry of Agriculture & Farmers welfare
- Conducted several Orientation programmes to 3000+ students to motivate them towards Entrepreneurship
- Responsible for Incubator's digital presence and built digital footprint of the organization

# Skills & Proficiencies

- Strategic vision
- Adaptability
- Business Development
- Team Leadership
- Operational Excellence
- Project Management
- Critical thinking
- Entrepreneurial Mindset
- Effective Communication

# Additional Details

- Certified Professional in Digital Marketing from National Institute of Digital Marketing, Bangalore
- Associated with Andhra Pradesh State Skill Development Corporation (APSSDC), for training Graduate & Post graduate students
- As a digital marketer, served more than 50 clients for developing & executing their Marketing Strategies National & Internationally

# Languages Known

English	★ ★ ★
Hindi	★ ★ ★
Telugu	★ ★ ★
Kannada	★ ★
Tamil	★ ★



Digital Marketing Manager Sep,2017- Dec,2018

Industry ARC, Hyderabad

- Handling a team of 24 including DM analysts& Associates
- Understood B2B models for Lead generation
- Worked on Content Strategy- On page & Off Page.
- **Performed** Google AdWords for Lead Generation
- **Performed** Competitor Analysis & Back linking Strategy
- Worked on Google Analytics & Google Web Master Tools- to track all strategies implemented.
- **Responsible** for Social Media & Email Campaigns
- International Publisher Communication
- Strategizing Team Goals & Achievements
- Handling Intra & Inter Departmental issues
- Analyzing & Reporting



Digital Marketing Manager Jan,2017- Sep,2017

Startups Club, Bangalore

- Search Engine Optimization & Research
- Social Media Optimization & Social Media Marketing to attract potential customers
- Manage & Maintain different social media platforms of clients
- Search Engine Marketing(Google Ad words)
- Building effective Digital Marketing Strategies based on Clients objectives
- Analyzing & Reporting to Clients



Digital Marketing Analyst Feb,2015-Jan,2017

Sky Dream Consulting Ltd., Bangalore

- Organic Search Engine Optimization and Research.
- Search Engine Marketing (PPC) and Site Integration.
- On page optimization with keyword research, Meta tags, title tags and internal page linking.
- Off page Optimization like Directory Submission, Forum Submission, Article submission and Link Building.
- Google Analytics tool, Google Web Master tools
- Maintaining visitors search data.
- Maintaining Reports of Search Traffic, Page rankings Domestic and International.



Market Research Analyst May, 2007-April, 2013

Vibha Agro Tech Ltd., Hyderabad

- Evaluating the potential opportunities, target market selection, market segmentation, planning and implementing marketing programs, marketing performance and control.
- Planning and managing of marketing research and promotion.
- Identifying and assessing of the marketing mix impacts on customer behavior.
- Setting strategic priorities on all aspects of market.

I affirm that the information provided in this resume is accurate and truthful to the best of my knowledge. I am committed to upholding the highest standards of professionalism, integrity, and ethics in all aspects of my work.